

# VENTURE SALES, INC.

## VENTURE SALES, INC.

Manufacturers Representatives

**Steven D. Waddle**

515 No. Smith Ave, Suite 108, Corona, CA 92880

Phone (951) 278-1377 Fax (951) 278-1790

[www.venturesales.com](http://www.venturesales.com) e-mail [swaddle@venturesales.com](mailto:swaddle@venturesales.com)

REPRESENTING MANUFACTURERS IN THE SOUTHWEST

# VENTURE SALES, INC.

Representing Manufacturers in the Southwest

## **INTRODUCTION**

In the highly demanding business environment of today, the quality of your representation in the field will have an unprecedented impact upon the overall success of your business. Customers are demanding a higher level of service and quality than ever before. Shifting toward a global economy is creating a more competitive business climate. Now is the time when the future growth of your business is being decided.

At Venture Sales we see this as a tremendous opportunity. We have developed strategic partnerships with the best organizations in the industrial marketplace, and are positioned to consistently deliver superior products and service to our customers. This philosophy is reflected in our mission.

## **OUR MISSION**

To improve the lives, business successes, and profit of our distributors, end users and principals, by providing aggressive, service oriented representation of quality products within our geographic area.

## **BACKGROUND**

**Robert L. Waddle**, the founder of Venture Sales, was previously Western Regional Manager for MAKITA U.S.A. and was responsible for pioneering new products and establishing a distribution network in the Western United States 1975 thru 1979. He has been an Independent Representative for other manufacturers in Southern California and Arizona for more than Forty years. Robert established Venture Sales in 1994. Robert retired in 2013 but he will always be the founder and involved in Venture Sales.

**Steve Waddle**, 1992 USMC Reserves / In just 2 years at Interconnect Solutions, Steve went from Entry Level Installer to Project Manager. Steve was the second employee hired at Pacific Comtel on Start-up of the Company, he moved from Lead Installer to Division Manager in seven years. Steve managed 60 Installers and 5 Project Managers and 4 salesmen. He was responsible for Purchasing, Profit & Loss Control and Sales of \$5,000,000 Per Year. Steve came to us in 2004 and has been the President of Venture Sales since 2011.

**Dick Hershman**, Owner and Operator of Gardena Industrial Supply & Hardware for over 25 years. Dick joined our team in May 2006 after working as an Independent Multi-Line Representative for 2 years.

**Mike Mathis**, Joined our team in November 2010. Mike comes with over 25 years experience selling cutting tools thru Industrial Distribution. Most recently Mike was the Factory Representative for JH Williams Tool Group, Specialist is the Milford Division, A Division of Snap-On Tools.

**Frank Sperber**, Started with us in April, 2011. Previously worked for Toledo Tools, Ridge Tool, Duff Norton & Wilton Corp. Frank has been working as a Multi-Line Representative in So. Calif. For the past ten years.

**Christopher Ponce**, comes to us from USAF where he was an EMT. Chris has worked in customer service for over 4 years. He started with Venture Sales in December 2011. He is Bilingual and has been focused on Mexico accounts. He also maintains several large accounts locally. *¡Sí, se habla español!*

## **AGGRESSIVE LEAD TRACKING**

To assure that leads are followed up, we have developed a lead qualification, distribution follow-up and tracking system. Leads are qualified, entered to a computer database and assigned to best active distributor. The lead is then tracked until closed or dead, and all information is saved for future prospecting.

## **TERRITORY**

Kern County California south through the Mexican Free Zone to Ensenada Mexico, Clark County Nevada and Arizona.

## **MEXICO**

Tijuana is now the 4th largest city on the West Coast. With the passage of NAFTA more companies are looking to the South. As utilities and community services improve in Mexico others will be attracted. Everyone sends catalogs to end users in Mexico but it is important to know which distributors have sales people actively working that market. Chris works with those distributors and makes user calls regularly in Mexico. *¡Sí, se habla español!*

515 No. Smith Street, Suite 108, Corona, CA 92880 Phone 951-278-1377 Fax 951-278-1790

## **THE SERVICE WE PROVIDE**

- ◁ WAREHOUSE FOR LOCAL INVENTORY
- ◁ NEWSLETTER & MAILING LIST
- ◁ WE HELP YOUR BEST CUSTOMERS SELL THEIR BEST CUSTOMER
- ◁ SALES MEETINGS
- ◁ TRAINING OF CUSTOMER SERVICE AND SALES PEOPLE
- ◁ COUNTER DAYS
- ◁ JOINT USER CALLS
- ◁ DISTRIBUTION AND FOLLOW UP OF LEADS TO DISTRIBUTORS
- ◁ PRODUCT TRAINING ON THE OEM AND END USER LEVEL
- ◁ SAFETY TRAINING AT END USER

## **THE DISTRIBUTION BASE WE CALL UPON**

- ◁ ISA DISTRIBUTORS
- ◁ STAFDA DISTRIBUTORS
- ◁ SAFETY DISTRIBUTORS
- ◁ STEEL FAB SUPPLY
- ◁ FASTENER DISTRIBUTORS
- ◁ WELDING SUPPLY
- ◁ CONSTRUCTION SUPPLY

## **REFERENCES**

### **Manufacturers**

Gary Haines  
Tenryu America  
3601 Hargrave Drive  
Hebron, KY 41048  
(704) 778-2356

Dana Hanson  
Snap-On Industrial Brands  
19 Keystone Industrial Park  
Throop, PA 18512  
(562) 413-0537

Gary Fitzhugh  
CDI Torque Products  
19220 San Jose Ave  
Industry, CA 91748  
(800) 525-6319

Joe O'Mera  
CGW / Camel Abrasives  
7525 No. Oak Park Ave.  
Niles, IL 60714  
800-447-4248

Nick Wakikata  
Nitto Kohki U.S.A.  
46 Chancellor Dr.  
Roselle, IL 60172  
800-323-8828

Chad Mouton  
Drillco Cutting Tools  
12649 S. Choctaw Dr.  
Baton Rouge, LA 70895  
800-366-2749

### **Distributors**

Steve Lee  
OneSource Dist.  
3951 Oceanic Drive  
Oceanside, CA 92056  
(760) 966-4500

Vince Ferguson  
Construction Tool & Supply  
5213 So. 30th Street  
Phoenix, AZ 85010  
(602) 323-2807

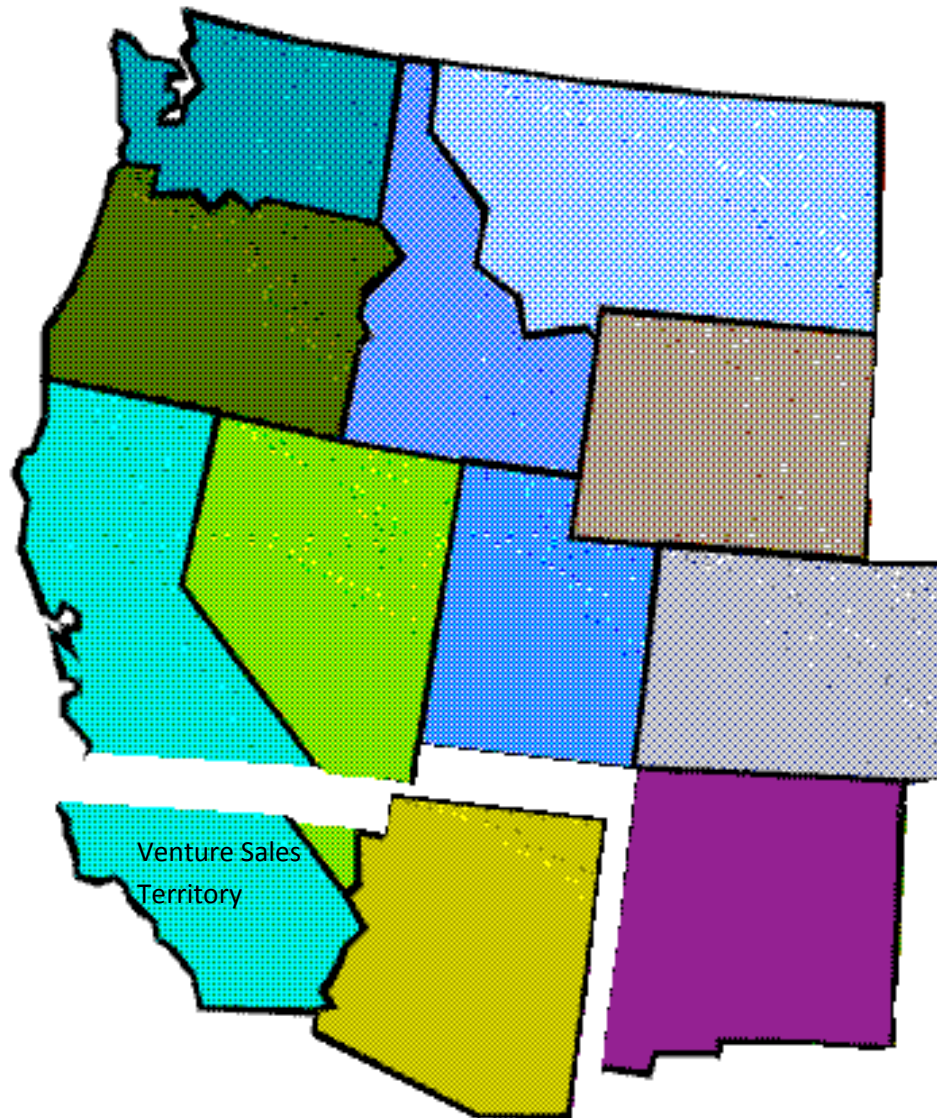
Joshua Ziedman  
Patton's Steel  
1095 E. California St  
Ontario, CA 91761  
(909) 988-0661

# **VENTURE SALES, INC.**

REPRESENTING INDUSTRIAL, SAFETY AND ENVIRONMENTAL PRODUCTS IN THE SOUTHWEST

# VENTURE SALES, INC.

Territory



*Our Commitment !*

# VENTURE SALES, INC.;

- **Will** work with our distributors in identifying selling opportunities.
- **Will** work with our manufacturers to achieve all sales goals.
- **Will** provide our customers technical expertise and problem solving skills.
- **Will** continue to provide feedback on the needs of our distributors and end users to our manufacturers that **Will** assist in developing sales growth.
- **Will** work with the manufacturer, sharing ideas for mutual growth.
- **Will** be proactive with our distributors and end users before, during and after the sale.
- **Will** increase distributor product confidence.
- **Will** introduce new products throughout the year and assist distributor with pull-through.
- **Will** present manufacturers promotional, co-op and rebate programs designed to assist distributors grow in sales.
- **Will** assist distributors with merchandising of products to grow sales.
- **Will** actively promote our manufacturer's products for inclusion in distributor's catalogs.
- **Will** continue to make it easy for the distributor to do business with the manufacturer

# VENTURE SALES, INC.

Representing Manufacturers in the Southwest

## **BAJA CALIFORNIA, MEXICO**

Tijuana is now the 4th largest city on the West Coast and over 500 manufacturers from California have relocated in Mexico. With the passage of NAFTA more companies are looking to the South.

As utilities and community services improve in Mexico others will be attracted.

Everyone sends catalogs to end users in Mexico but it is important to know which distributors have sales people actively working that market. Chris works with those distributors and makes user calls regularly in Mexico. *¡Sí, se habla español !*

## **TIJUANA TECATE**

975 Maquiladoras 113 Maquiladoras

251,363 Employees 10,034 Employees

## **MEXICALI ENSENADA**

528 Maquiladoras 70 Maquiladoras

141,119 Employees 10,521 Employees

To sell in Mexico one must understand the people and the culture. Venture Sales has been working with Distributors in Mexico for over 20 years..

Visit our Website at [www.venturesales.com](http://www.venturesales.com)

Checkout our Video Demonstrations on Nitto Kohki Machine Tools. These have been very helpful for our Distributors to access these videos at the Customers Desk.

## **We are Warehousing for the following Principals:**

- Nitto Kohki
- CGW – Camel Abrasives
- Precision Abrasives
- Drillco Cutting Tools
- Airmaster Fans
- Tenryu Saw Blades

# Snap-on Industrial

 <p>JH WILLIAMS Hand Tools JH Williams - Global</p>	 <p>MILFORD Bandsaw &amp; Recip Blades Hole Saws</p>
 <p>BAHCO Ergonomic Hand Tools</p>	 <p>CDI TORQUE PRODUCTS Torque Wrenches &amp; Calibration <b>(STOCK IN OUR WAREHOUSE)</b></p>
 <p>CGW / CAMEL Coated Abrasives, Resinoid Abrasives, Vitrified Abrasives <b>(STOCK IN OUR WAREHOUSE)</b></p>	 <p>DRILLCO Cutting Tools <b>(STOCK IN OUR WAREHOUSE)</b></p>
 <p>PRECISION ABRASIVES Coated Abrasives <b>(STOCK IN OUR WAREHOUSE)</b></p>	 <p>AIRMASTER FANS Industrial Air Circulators and Fans <b>(STOCK IN OUR WAREHOUSE)</b></p>
 <p>BLACK BEAR HOIST Chain – Lever – Electric <b>(LOCAL INVENTORY)</b></p>	 <p>NITTO KOHKI U.S.A. Specialty Pneumatic and Machine Tools <b>(STOCK IN OUR WAREHOUSE)</b></p>
 <p>JOHNSON WILSHIRE Safety Apparel - Gloves <b>(LOCAL INVENTORY)</b></p>	 <p>TENRYU SAWS 3,000 types of carbide blades <b>(STOCK IN OUR WAREHOUSE)</b></p>
 <p>J.P. NISSEN Quality Paint Markers <b>(LOCAL INVENTORY)</b></p>	 <p>C.H. HANSON Tools for Generations since 1866</p>